The marketing management option emphasizes the diversity of strategies for businesses and not-for-profit organizations. Students prepare for careers such as a brand manager, marketing manager, marketing consultant, distribution manager, product or brand manager, pricing analyst, marketing research analyst, retail manager, purchasing manager, etc. Students will also have a strong foundation in the areas of consumer behavior, advertising and promotion, marketing research and marketing strategy.

According to the Department of Labor, employment of marketing managers will grow about fourteen percent between 2010 and 2020. Median annual wages are ranked in the highest quartile for marketing managers.

Marketing Management students will...
- Interact with qualified, award winning faculty in a small class environment.
- Participate in engaging and impactful client-based projects.
- Study in Robert A. Dempster Hall, an efficient and beautiful business building with a look and feel of a corporate environment.
- Have access to more than 30 study-abroad programs offered with the Harrison College of Business.
- Have access to Southeast’s Douglas C. Greene Center for Innovation and Entrepreneurship, one of the largest entrepreneurship programs in the Midwest. Entrepreneurial studies prepare students to be creative and innovative in their chosen careers.

Career Planning
Currently, 98 percent of Harrison College of Business graduates find employment within a year of graduation.

Career preparation is part of the mission of Southeast. 100% of programs offer our students an internship, study-abroad program, clinical opportunity, student teaching or research internship.

The Office of Career Services in Academic Hall 057 can provide students with professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Internship and Employment Opportunities of Recent Graduates
- AT&T Yellow Pages
- Best Buy
- Cape Electric Supply
- CBS Radio KMOV
- Charter Communications
- Edward Jones
- Enterprise Holdings
- Fastenal
- Foot Locker
- GlaxoSmithKline
- IBM
- JC Penney
- Macy's
- Maritz Marketing Research
- Mississippi River Radio
- Mondelez/Nabisco
- Northwestern Mutual Financial
- State Farm
- University Directories
- Wells Fargo Financial

Admission Requirements
1. Completion of: AC221, AC222, AD101, BA101, BL255, EC215, EC225, EN140, MA116, MG252, QM257, QM258 and SC105 with a grade of 'C' or better.
2. Cumulative 2.25 GPA.
3. In addition to satisfying prerequisites, students must complete at least 45 credit hours before enrolling in upper division (300 level or above) business courses.

Special Options with Marketing
Southeast Missouri State University offers an accelerated master's degree for current Southeast marketing students. For more information, please see any of the MBA degree maps.

Southeast also offers a Master of Business Administration in General Management and a Master of Science in Organizational Management.

Transfer and Dual Credit Students
If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit.
Marketing: Marketing Management Option

Bachelor of Science in Business Administration (BSBA)

This is a guide based on the 2018-2019 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

### CURRICULUM CHECKLIST

"Critical Courses" are italicized and bolded. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

**Business Administration Core – 33 Hours Required**

A grade of 'C' is required in each core course.

- AC221 Principles of Accounting I (3)
- AC222 Principles of Accounting II (3)
- BA101 The Business Universe (3)
- BA490 Business Policy & Strategy (3)
- BL255 Legal Environment of Business (3)
- FI361 Financial Management (3)
- MG301 Principles of Management (3)
- MG375 Management Information Systems (3)
- MK301 Principles of Marketing (3)
- MK345 Quantitative Analysis (3)

**Choose 3 Hours From:**

- AC540 International Perspectives of Accounting (3)
- BA560 International Business Study Tour (3)
- EC560 International Economics (3)
- FI540 International Finance (3)
- MG560 International Management (3)
- MK590 International Marketing (3)

*International Course taken to meet Business Administration Core requirement may not be counted on a major.*

**Support Courses – 30 Hours Required**

Some courses may fulfill University Studies requirements. A grade of 'C' or better is required in each support course.

- AD101 Intro to Microcomputer Applications (3)
- BA400 Applied Ethical Leadership (3)
- BA452 Professionalism (1)
- EC215 Principles of Microeconomics (3)
- EC225 Principles of Macroeconomics (3)
- EN110 Rhetoric & Critical Thinking (3)
- MA116 Precalculus A (3)
- MG252 Business Communication (2)
- OM257 Business Statistics (3)
- OM258 Business Statistics II (3)
- SC105 Fundamentals of Oral Communication (3)

**NOTE:** All 100 and 200 level core and support courses are prerequisite to all 300 level business core and business major courses.

**Marketing Major Courses – 24 Hour Major – No Minor Required**

**Required Marketing Core:**

- MK343 Integrated Marketing Communication (3)
- MK344 Consumer Behavior (3)
- MK345 Intro to Business Research (3)
- MK449 Marketing Management (3)
- MK509 International Marketing (3)

**Choose 3 Hours MK Courses (300-500 level except MK301, MG560*, MK560*, ER361 or BA560*):**

- Real World Experience** – Choose one option:
  - Participate in departmentally approved international academic program (3) OR Complete departmentally approved internship (3)

**Marketing Management Option:**

- MK346 Brand Marketing (3)

**Choose 3 Hours MK Courses (300-500 level, except MK 301). If MK 560 is selected here, it cannot be used for the international course requirement for the BSBA nor the elective in the Marketing Core.**

**Choose 3 Hours:**

- MK346 Distribution Management (3) OR MK349 Retail Marketing (3)

*If selected as elective, cannot also count for international course requirement for the BSBA degree.

**Class used to fulfill the real world experience requirement may also be used to fulfill the elective requirement.**

**University Studies Requirements – some requirements may be fulfilled by coursework in major program:**

- Social and Behavioral Sciences – 3 hours
- Constitution requirement – 3 hours
- US History requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)

### SAMPLE FOUR-YEAR PLAN

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*A "Milestone" signifies a significant stage for a student in the completion of a degree.

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level. Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

A minimum 2.25 GPA in the major and overall are required to graduate with a BSBA degree.

Revised 9/11/2018